



OSBP Learning Series: An Inside Look at NASA MUREP

Speakers
Rod Chappell

Oct. 28, 2020



Housekeeping

- If you have any questions during the presentation, please enter them into the Q&A Box.
- Other comments, like technical difficulties, please input them in the Chat Box.
- We will have a formal Q&A after the final presenter concludes, using questions from the Q&A Box.
- Please keep your computers on mute when not speaking.
- Please fill out the survey sent at the end of this presentation.

Polling

1. Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?

- a. YES
- b. NO

2. How did you learn about this webinar?

- a. OSBP Website
- b. Communication from a NASA Center
- c. Marketing email from OSBP
- d. Marketing email from MUREP
- e. Social Media
- f. Eventbrite email
- g. Other (if you select other, tell us where in the CHAT BOX)

About the NASA Office of Small Business Programs

The NASA Office of Small Business Programs (OSBP) is located at Headquarters in Washington, D.C. and is under the leadership of Associate Administrator Glenn A. Delgado.

Our vision is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.

Meet the Guest Speaker



Roderick “Rod” Chappell leads the Minority University Research and Education Project (MUREP) Partnerships and Sustainability pillar, designed to increase competitiveness at Minority Serving Institutions (MSIs).

Chappell is a 20+ year veteran and entrepreneur in the marketing, promotions and communications arena. In 2001, he revolutionized the promotions marketplace by forming Grassroots Promotions (GP), a full-service marketing strategy firm specializing in targeted events and promotions. The first of its kind specializing in the African-American and Hispanic consumer marketplace, GP is designed to be the link between managers of corporations and grassroots-level marketing programs in the urban community.

In 2002, GP partnered with Black Entertainment Television (BET) to launch the multiple award-winning BET Black College Tour creating awareness for Historically Black Colleges and Universities (HBCU's) to international audiences for 13 years. The Tour touched over 100,000 HBCU students annually. Under Chappell's leadership, GP handled all aspects of the events including business development, securing and managing corporate partners, managing budgets, securing talent, hiring staff, securing venues and relationship development. Chappell was the recipient of P&G's 1st Multi-Cultural Pioneer Award in 2007.

Meet the Guest Speaker

In 2010, Chappell went deeper into the world of Historically Black Colleges & Universities to launch an affiliate agency, HBCU Direct, LLC (HD). The mission of HD is to aggregate the buying power of all HBCU's to increase revenues and/or reduce costs while providing career advancement opportunities. HD offers services that meet the unique marketing needs of HBCU's.

Prior to becoming an entrepreneur, Chappell worked as Senior Vice President of Client Development for IMG Host Communications, a Lexington-based sports and events marketing company that managed the State Farm Bayou Classic. Chappell also served as a marketing manager for Pert Plus at Procter & Gamble (P&G) on sports and multicultural initiatives. Prior to P&G, he was a Senior Consultant for Accenture.

Chappell is a Master of Business Graduate of the Duke University Fuqua School of Business and a Bachelor of Arts graduate of Morehouse College, Department of Business. Chappell travels the nation as guest speaker for various business workshops and conferences, speaking about a principle he founded entitled ***"In Your Place Marketing."*** He currently serves as a consultant and advisor for many current and future CEO's. He is also penning a book entitled ***"HBCU CEO: Passion To Profit."***

Featured Presentation



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The Next Generation of Explorers



MUREP PARTNERSHIPS AND SUSTAINABILITY

ROD CHAPPELL, LEAD
MUREP PARTNERSHIPS & SUSTAINABILITY

NASA's STEM ENGAGEMENT ENTERPRISE

Vision

We immerse students in NASA's work, enhance STEM literacy, and inspire the next generation to explore.

Mission

We engage students in NASA's mission

FOCUS AREAS



Create **unique opportunities** for students to contribute to NASA's work in exploration and discovery.



Build a **diverse future STEM workforce** by engaging students in authentic learning **experiences** with NASA's people, content and facilities.



Strengthen **understanding of STEM** by enabling **powerful connections** to NASA's mission and work.



MISSION-DRIVEN STEM ENGAGEMENT PROGRAM



Space Grant

- National network of 52 Consortia with 850 Affiliate members
- Stimulates cooperative programs among universities, industry, federal/state/local governments
- Encourages interdisciplinary education and research programs
- Incorporates State priorities, needs, and goals

Established Program to Stimulate Competitive Research (EPSCoR)

- 27 eligible jurisdictions (states and territories)
- Contributes to development of research infrastructure and capabilities
- Fosters partnerships between NASA research entities, industry, and academic institutions
- Incorporates state priorities, needs, and goals

Minority University Research & Education Project (MUREP)

- Limited to Minority-Serving Institutions
- Increases retention of underserved and underrepresented groups in STEM
- Enhances infrastructure at MSI institutions
- Portfolio with 7 funded elements

Next Gen STEM

- Informal education and K-12 STEM engagement initiatives aligned to mission priorities
- Richer, more comprehensive STEM engagement opportunities
- NASA's Museum Alliance

K-Elementary School



Middle School



High School



Undergraduate



Graduate



STEM ENGAGEMENT BENEFICIARIES

NASA's MINORITY UNIVERSITY RESEARCH AND EDUCATION PROJECT (MUREP)

FOCUS AREAS



Create **unique opportunities** for students to contribute to NASA's work in exploration and discovery.



Build a **diverse future STEM workforce** by engaging students in authentic learning **experiences** with NASA's people, content and facilities.



Strengthen **understanding of STEM** by enabling **powerful connections** to NASA's mission and work.



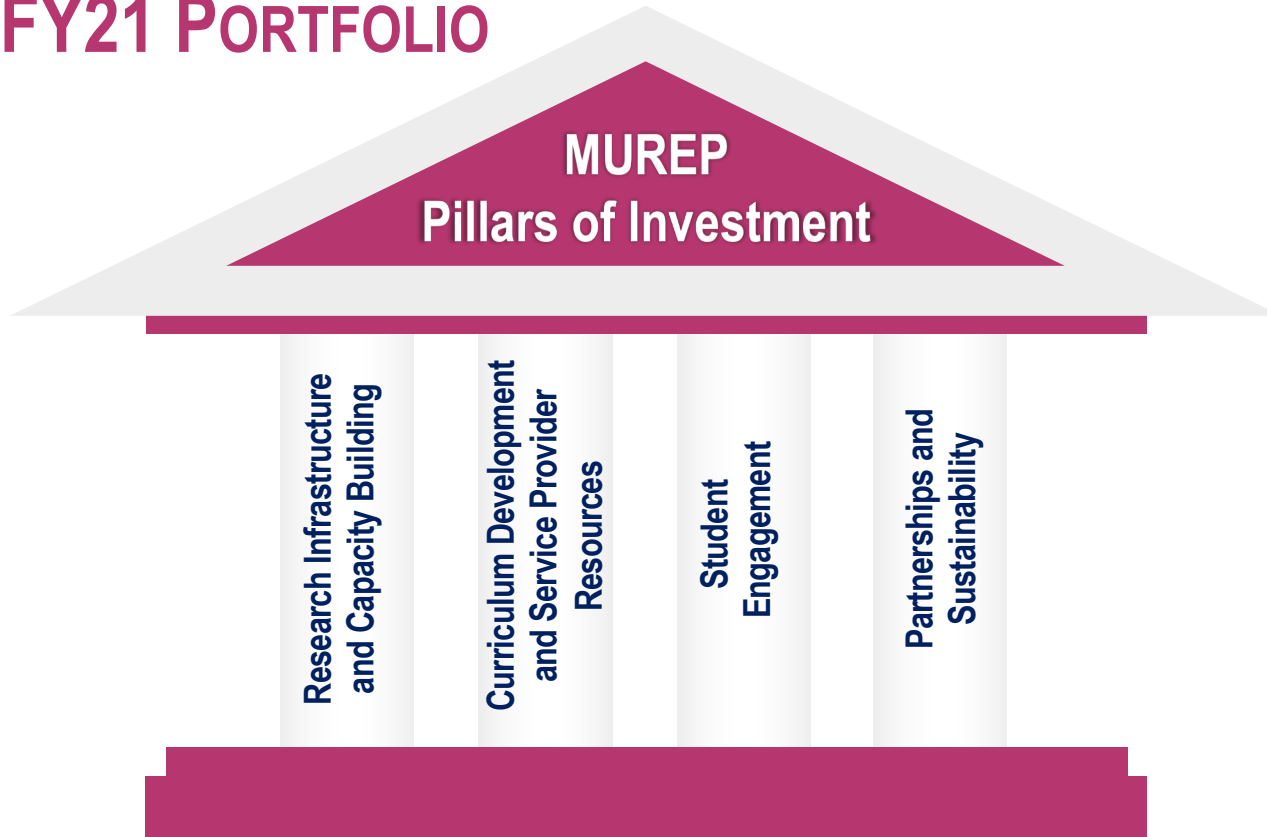
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MUREP'S VISION

To **enhance** the **research**,
academic and **technological**
capabilities at **MSIs** by providing
authentic student learning
experiences related to NASA
missions that contribute to a
Diverse Future STEM Workforce.



MUREP FY21 PORTFOLIO



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MUREP FY21 PORTFOLIO



MUREP Pillars of Investment

Partnerships and Sustainability

Leverage strategic partnerships to drive capacity building at MSIs and within underrepresented and underserved communities.



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MUREP PARTNERSHIPS AND SUSTAINABILITY

WHO DO WE SERVE?

Minority Serving Institutions
(MSIs)/
Underrepresented and
Underserved Communities (UUCs)

+

Internal and external strategic
partners that desire to support
efforts with MSIs and UUCs



MUREP PARTNERSHIPS AND SUSTAINABILITY

How Do We SERVE?

- **Increase** Engagement Within MUREP/OSTEM
- **Formalize** Key Internal Relationships
- **Foster** External Partnerships
- **Utilize** Partnerships to Expand MSI Reach
- **Highlight** Opportunities for Workforce Development
- **Leverage** Technology to Drive Participation



MUREP PARTNERSHIPS AND SUSTAINABILITY

Formalize

Key Internal Partner
Relationships

Office of Small
Business
Programs

Office of
Procurement

Ames Research
Center

SBIR/STTR
Program

EXAMPLE: NASA 1% GOAL



MUREP PARTNERSHIPS AND SUSTAINABILITY

NASA's 1% Goal for Contracts with MSIs

- **NASA 1% GOAL**
 - INCLUDED IN THE NASA FAR SUPPLEMENT
 - ONLY AGENCY WITH A GOAL
 - MSIs ARE CONSIDERED SMALL DISADVANTAGE BUSINESSES
 - LED VIA OFFICE OF PROCUREMENT
 - SMALL BUSINESS SPECIALISTS ARE YOUR ENTRY POINT
- **INCLUDES ALL CONTRACT FORMS**
 - RESEARCH & SBIR/STTR
- **INCLUDES ALL MSI GROUPS**
 - HBCU; TCU; HSI, PBI, ANAPISI, ETC
- **BASED ON TOTAL NASA PROCUREMENT SPEND**
 - IS A BUSINESS OPPORTUNITY AND NOT AN MSI SET ASIDE



MUREP PARTNERSHIPS AND SUSTAINABILITY

Foster

External Partnerships

NASA
Technology
Infusion Road
Tour

White House
Initiative on
HBCUs
Conference

CIAA
Conference
Week

Broadening
Participation in
Engineering

EXAMPLE: NASA TECHNOLOGY INFUSION ROAD TOUR



MUREP PARTNERSHIPS AND SUSTAINABILITY

NASA's Technology Infusion Road Tour

2020 NASA TECHNOLOGY INFUSION ROAD TOUR

VIRTUAL – NOVEMBER 18-19, 2020
12PM EST – 5PM EST (EACH DAY)

LEARN ABOUT:

- NASA MUREP OPPORTUNITIES
- NASA MISSION DIRECTORATE OPPORTUNITIES
- FEDERAL CONTRACTING OPPORTUNITIES
 - MULTIPLE GOVERNMENT AGENCIES -
- CONNECT WITH NASA PRIME CONTRACTORS
- CONNECT WITH SMALL BUSINESSES

<https://virtual-nasa-hbcu-msi-road-tour.eventbrite.com>



MUREP PARTNERSHIPS AND SUSTAINABILITY

Leverage

Technology to Drive
Participation

MUREP
Capability
Database

Digital Badges

Virtual
Conferences

Intellectual
Property

EXAMPLE: MSI EXCHANGE GATEWAY



MUREP PARTNERSHIPS AND SUSTAINABILITY

MUREP MSI Exchange

MSI EXCHANGE



Externally Available
Database of MSIs
Listing of Research Capabilities
Searchable by MSI

<https://msigateway.larc.nasa.gov/>



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CONTACT Us

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Office of Small Business Programs

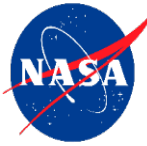
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www.osbp.nasa.gov

<https://vendors.nvdb.nasa.gov>





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THANK YOU!

Q&A Session



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OSBP Updates



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FEDERALLY FUNDED R&D CENTER	Jet Propulsion Laboratory	Charles E. Bray	818-354-5620	smallbusiness.programsoffice@jpl.nasa.gov
AGENCY-WIDE RESOURCE CENTER	NASA Shared Services Center	Troy E. Miller	228-813-6558	nssc-smallbusiness@mail.nasa.gov

Upcoming Webinars

Date	Topic	Speakers
11/18/2020	How to Do Business with NASA's Kennedy Space Center	Joyce C. McDowell Kennedy Space Center
12/16/2020	Updates from the FAR: Small Business Edition	Dorice Kenely NASA Office of Procurement
1/20/2021	How to Do Business with NASA Langley Research Center	Robert O. Betts, Langley Research Center
2/17/2021	Doing Business with Charleston County, South Carolina	TBD
3/17/2021	How to Do Business with NASA Shared Services Center	Troy E. Miller NASA Shared Services Center

To learn more about the Small Business Program at NASA:



<http://www.osbp.nasa.gov>



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